EH 102

Dr. Owsley

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Instructions:

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1. Browse the internet and locate a written source that you rely upon frequently for information. This source must use written rhetoric as its primary function of presenting information (it can include visual rhetoric).
2. Using our knowledge of Rhetorical Patterns, complete the pyramid below.
3. Once you have broken down your source into the four tiers of Rhetorical Patterns, answer the questions on page two of this Doc.

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What unique words, phrases, “things” might be expressed between members of this group? What type of content do you expect to see on the page?

Using just one Community from tier two, how does this group communicate (design and appearance, tone, purpose, style, formatting, expectations, etc.)?

Who participates in the Discipline? You can name more than one Discourse Community.

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What is the Discipline of your popular source? (I.e., entertainment, current events, sports news, academic communication, etc.)

Questions for discussion:

1. Even if you examined the Rhetorical Patterns of a popular source without an effective document design, many—if not most—popular sources rely heavily upon the appearance of their content. Why do you think popular sources utilize diverse color schemes, text wrapping and image embedding, large and small font sizes, etc.?
2. Now that you’ve broken down the content into Conventions and Modes of Discourse, how would you describe the language and tone of your popular source? Why do you think the language and tone are intentionally written this way for the Community (intended audience)?
3. The next step is to begin thinking about where important information in your popular source is located. How would you describe the organization? Why do you think the content is structured this way?